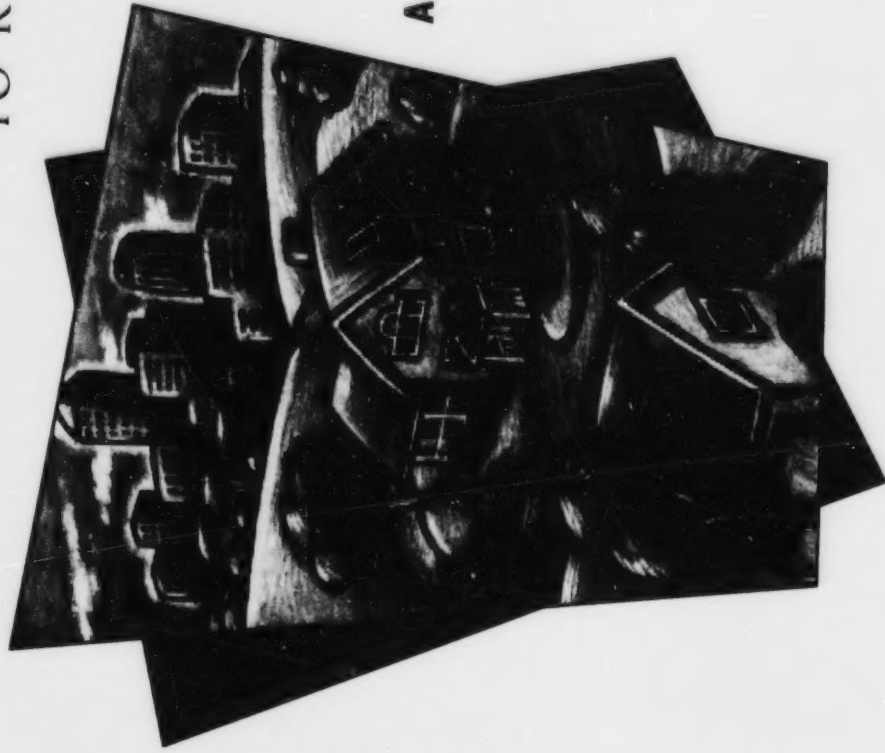


ONSUMER INTENTIONS

TO RENOVATE A HOME



Halifax

A Look at Tomorrow's Customers Today



HOME TO CANADIANS
Canada

CONSUMER INTENTIONS TO RENOVATE A HOME

A look at tomorrow's customers.... today

Halifax

December 1999

Canada Mortgage and Housing Corporation

Consumer intentions to renovate a home in Halifax: a look at tomorrow's customers ... today.

Reports on *Consumer Intentions to Buy or Renovate a Home* are available for Vancouver, Calgary, Edmonton and Toronto. Separate reports for home buyers and renovators are available for Montréal and Halifax. A National Review of these six markets can also be purchased.

For information on the reports or how to order any number of them contact CMHC by:

1. Sending an e-mail to intention@cmhc-schl.gc.ca
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Custom tables and special analysis of the Halifax survey results can also be provided by CMHC. Should you have questions or comments on the content of this report, or wish to discuss the costs and time frames for obtaining additional custom analysis of the results, contact Johannes O'Callaghan, Administrator, Products and Services at (902) 426-4708.

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NHA 2190

ISBN : 0-660-17665-3

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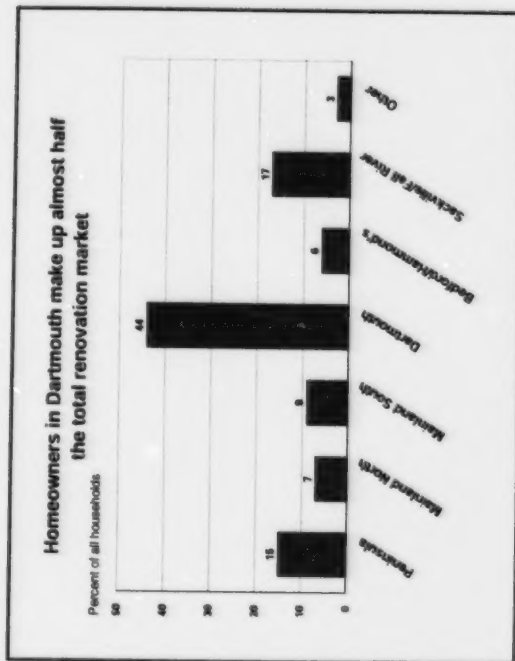
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Highlights

Half of Metro homeowners plan to renovate in 2000

- Approximately half (48%) of all current home owners are making plans to renovate their home in 2000. This represents about 40,000 households in the Metro area.
- Of those who are planning to renovate, 44% may be defined as strong renovation intenders who are ready to renovate now. Another 30% have a high probability of renovating in the next year.

Renovation Intentions		
	(n)	(%)
Strong (Ready to Renovate)	376	21%
Moderate (Thinking of Renovating)	257	14%
Potential Renovator	230	13%
Not intending to renovate	932	52%
Total	1,796	100%



- 44% of renovation intenders live in Dartmouth; 17% live in Sackville and 15% live in Halifax Peninsula.
- Among those who have established a budget, 31% plan to spend \$1,000 or less, 45% plan to spend between \$1,000 and \$5,000, and 24% plan to more than \$5,000.
- There is a 50/50 split between do-it-yourself renovators and home owners who plan to hire expert help for their renovations. About one in seven (14%) plan to hire a general renovation contractor.

Many homeowners are planning major renovations

- Many homeowners are planning important projects such as flooring (20%), bathroom (13%), and kitchen (9%) renovations. Overall, decorating projects like painting and wallpapering are the most frequently planned projects (45%).

Key renovation market statistics

The renovation market will be strong again in 2000

The survey estimate of 48% of all current homeowners who are planning to renovate their home in 2000 is slightly lower than the 1999 estimate of 54% made last year's CMHC survey results.

Among homeowners who intend to renovate:

- 21% are *ready to renovate* now. In late 1998, 20% were ready to renovate. We consider this group as having *strong* renovation intentions.

- 14% are *planning to renovate* in the next 12 months. This is slightly lower than the 1998 figure of 17%. We consider this group as having *moderate* renovation intentions.
- 13% claim to be *potential renovators* - homeowners who express an intention to renovate but who have not yet undertaken any specific planning activities. Again, this figure is slightly lower than the 1998 figure of 17%.

How do we define someone who intends to renovate?

Someone who is *ready to renovate* (strong intender) stated that they had a high chance that they would renovate their home in the next six months *and* had completed one pre-renovation activity (such as talking to a contractor or building materials supplier). Those *thinking about renovation* stated that they had a high chance of renovating in the next 12 months and some pre-renovation activity. A *possible/potential renovator* offered various other combinations of intentions (but no pre-renovation activity). A *non-intender* stated they had no intentions to renovate.

Strength of Intentions to Renovate: 1998 - 1999
(n = 1,796)

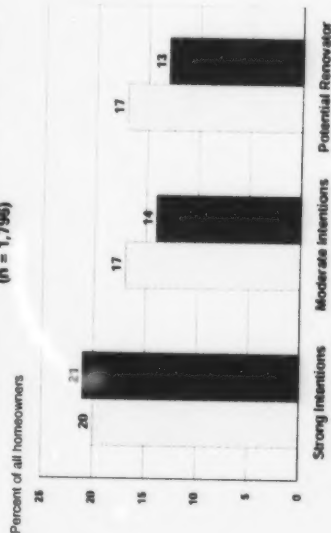


Figure 1

Consumer intentions to renovate a home in Halifax: a look at tomorrow's customers ... today.

Intentions to renovate are strong in all areas of metro Halifax

Over 40% of homeowners in each of the six major submarkets of metro Halifax intend to renovate their homes in the next 12 months.

- Overall Intentions to renovate are highest in Dartmouth (54%) and Sackville/Fall River (50%), where are least half of homeowners intend to renovate.
- Intentions to renovate are also high in Bedford/Hammond's Plains (47%), Halifax Mainland South (44%), Halifax Mainland North (43%) and Halifax Peninsula (43%).

Among homeowners who intend to renovate, well over one-third and up to one-half in the six market areas are ready to renovate now.

- Halifax Peninsula (48%) has the highest percentage of who are ready to renovate now. For all other market areas except Sackville (39%), at least 42% are ready to renovate now.

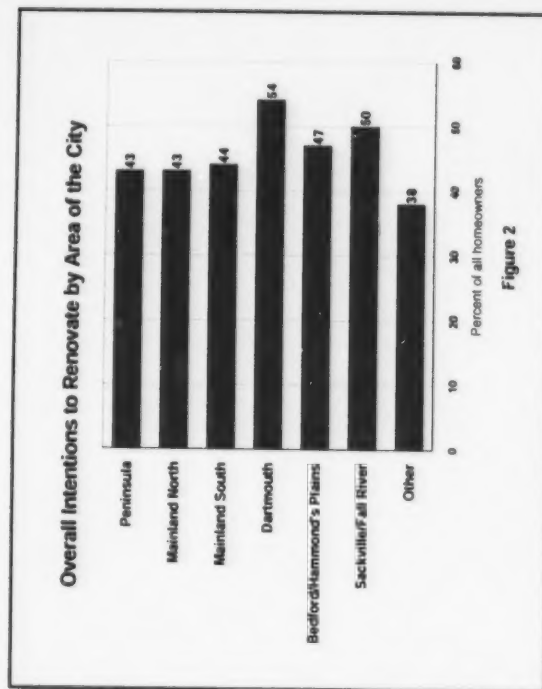


Table 1: Strength of Home Renovation Intentions by Area of Current Residence

	Strong	Moderate	Potential
Total (n=840)	44%	30%	27%
Halifax Peninsula (n=122)	48%	27%	25%
Halifax Mainland North (n=61)	43%	30%	28%
Halifax Mainland South (n=71)	42%	33%	25%
Dartmouth (n=370)	44%	31%	26%
Bedford/Hammond's Plain (n=53)	45%	30%	25%
Sackville/Fall River (n=141)	39%	36%	25%
Other (n=22)	55%	18%	27%

Note: Row totals may not sum to 100% due to rounding.

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What work is being planned? Renovation projects and spending

Many homeowners are planning substantial renovations to their homes

Almost half (45%) of homeowners are planning simple home decoration projects involving painting or wallpapering. For 29% of renovators, these are the most important projects.

Many homeowners are also planning major renovation projects:

- 20% are planning flooring projects;
- 13% are planning bathroom projects;
- 11% are planning to build decks or patios; and,
- 9% are planning kitchen and window replacement projects.

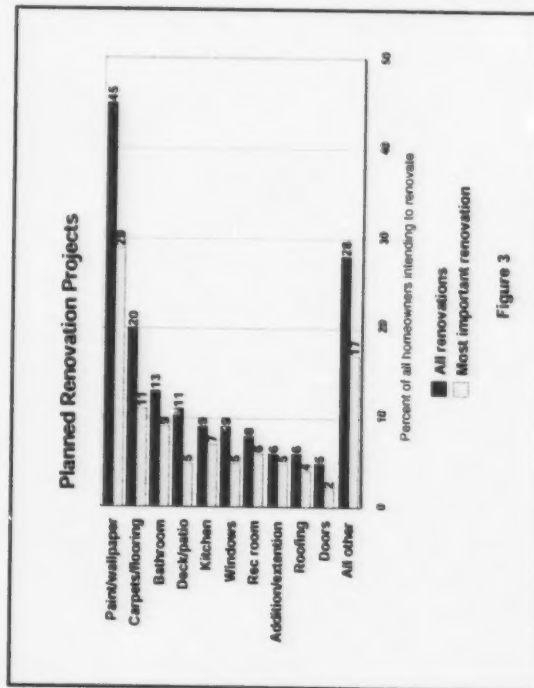


Figure 3

Table 2: Renovations Planned (n=903)			
Project type	All renovations (n = 903)		Most important renovation (n = 862)
	(n)	(%)	(n) (%)
Paint/ Wallpaper	384	45%	252 29%
Carpets/ Flooring	185	20%	96 11%
Bathroom	109	13%	77 9%
Deck/patio	101	11%	47 5%
Kitchen	84	9%	56 7%
Windows	81	9%	43 5%
Rec room new/conversion	73	8%	48 6%
Addition/extension	58	6%	40 5%
Roofing	55	6%	37 4%
Doors	44	5%	20 2%
All other renovations	253	28%	144 17%

Note: Totals do not sum to 100% due to multiple responses being allowed.

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Homeowners planning larger projects are more likely to be ready to renovate now

- Many of the homeowners planning major renovation projects are ready to renovate now.
- Well over one-third of homeowners planning each of the eight most frequently planned renovation projects are ready to renovate now.
 - Close to half (46%) of the homeowners planning an addition or extension to their home are ready to renovate now.
 - Fewer than one-third of the homeowners planning bathroom (28%), flooring (24%), windows (32%), additions/extensions (30%) and deck/patio (19%) projects can be described as only potential renovators: i.e. they have not taken preliminary steps to act on their intentions to renovate.
 - Half of the homeowners planning bathroom (49%) and flooring (49%) projects are ready to renovate now.

Table 3: Strength of Renovation Intentions by the Most Important Project Planned

Strength of intentions	Paint/ Wallpaper (n=238)	Kitchen (n=52)	Bathroom (n=75)	Carpets/ Flooring (n=91)	Rec room New/ Conversion (n=45)	Windows (n=41)	Addition/ Extension (n=37)	Deck/ Patio (n=47)
Strong	40%	35%	49%	49%	40%	39%	46%	38%
Moderate	37%	29%	23%	26%	24%	29%	24%	43%
Potential	23%	37%	28%	24%	36%	32%	30%	19%

Half of the homeowners planning to renovate will spend more than \$2,500

Overall, homeowners intending to renovate in the next year expect to spend an average of \$5,320 on their projects. This represents an increase of approximately 4% over the average 1999 expenditure estimate of \$5,115 made from the survey last year.

- 18% will spend \$500 or less;
- 13% will spend between \$500 and \$1,000; and,
- 20% will spend between \$1,000 and \$2,500.

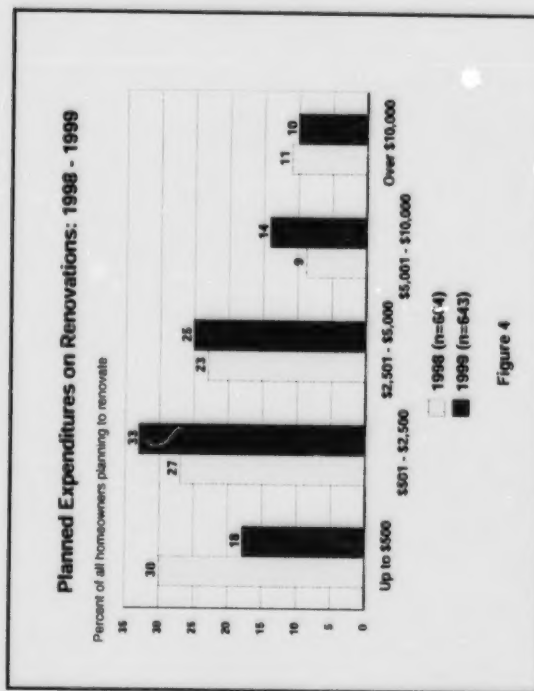
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- Almost half (49%) will spend more than \$2,500;
- 25% will spend between \$2,500 and \$5,000;
- 14% will spend between \$5,000 and \$10,000; and,
- 10% will spend more than \$10,000.

Compared to last year's survey estimate, there is a substantial increase in the percentage of homeowners who will spend between \$5,000 and \$10,000 on their renovations: i.e. 14% for 2000 compared to 9% for 1999.

- There is also an increase in the percentage who will spend between \$500 and \$2,500 (33% for 2000 compared to 27% for 1999).
- There is a decrease in the percentage who plan to spend only \$500 or less: 18% for 2000 compared to 30% for 1999.
- The percentage of renovation intenders planning to spend more than \$10,000 is similar to last year.

Table 4: Planned Expenditures on all Renovations		
	(n)	(%)
Up to \$500	119	18%
\$ 501 - 1,000	83	13%
\$1,001 - 2,500	133	20%
\$2,501 - 5,000	159	25%
\$5,001 - 10,000	88	14%
Over \$10,000	62	10%
Total	643	100%



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The Most Important Project Will Consume Two-Thirds of Renovation Spending

About one-third (34%) of renovation intenders plan to spend more than \$2,500 on their most important project. Among these renovators who will be spending higher amounts on major projects:

- 20% will spend between \$2,500 and \$5,000; and
- 14% plan to spend \$5,000 or more, including 7% who will spend more than \$10,000.

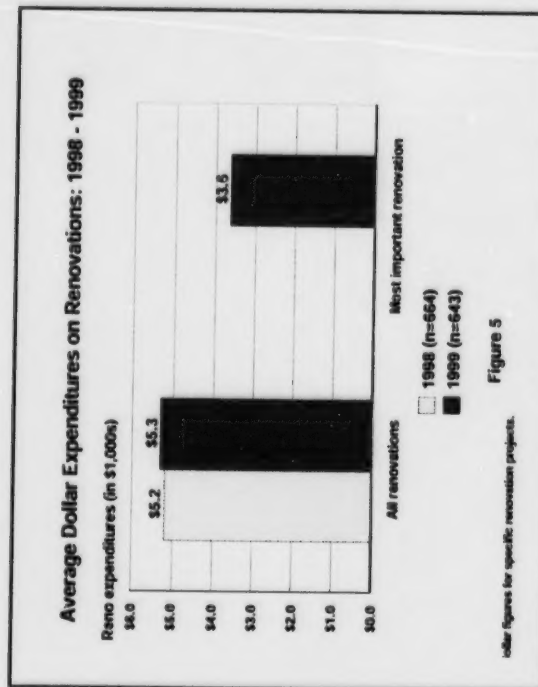
Of the two-thirds (66%) of homeowners who will spend \$2,500 or less on their most important project:

- 45% plan to spend \$1,000 or less (mainly on simple decorating project); and
- 21% will spend between \$1,000 and \$2,500.

Table 5 Expenditures on the Most Important Renovation		
	(n)	(%)
Up to \$500	178	28%
\$ 501 - 1,000	108	17%
\$1,001 - 2,500	135	21%
\$2,501 - 5,000	127	20%
\$5,001 - 10,000	46	7%
Over \$10,000	41	7%
Total	635	100%

The most important project is often only one component of a larger renovation, one which typically consumes about two-thirds of the total renovation budget. The average estimated cost per homeowners for all renovation projects is approximately \$5,320. The average cost of the most important renovation project is about \$3,585 - about two-thirds of the overall total for all projects. Similarly, 7% see their most important project costing more than \$10,000 compared to 10% who expect all their renovations to cost more than \$10,000.

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The renovation project spending profile is closely linked to project types. Table 6 presents the distribution of the most important project types for different budget amounts allocated by homeowners to their most important project.

- Most homeowners (63%) with smaller budgets of \$500 or less are planning to paint or wallpaper as their most important project. Almost all of the rest with these small budgets are planning other do-it-yourself projects.

Homeowners who are planning to spend more than \$500 identified a much wider range of projects as their most important project.

- Even in the relatively modest \$500 to \$1,000 range, 24% plan to paint or wallpaper, 13% are planning flooring projects, 9% are planning bathroom renovations, and 6% are planning kitchen renovations. Again, a majority of these project will be do-it-yourself efforts.

- In the \$1,000 to \$2,500 range, just 12% plan to paint or wallpaper as their most important project while 17% are planning flooring projects, 12% are planning a deck or patio, 10% are planning window replacement projects, and 9% are planning a rec room addition or conversion.
- In the \$2,500 to \$5,000 range, flooring projects (16%), Bathroom renovations (15%), painting/wallpapering (13%) are kitchen renovations (9%) are the most important.
- Projects for which homeowners are most likely to spend \$5,000 to \$10,000 include kitchen renovations (27%), rec room additions or conversions (13%) and home additions or extensions (11%).
- Additions or extensions (36%) are the key project for those planning to spend more than \$10,000. Kitchen renovations (12%) and rec room additions or conversions (12%) are also important.

Table 6: Planned Renovation Expenditures for the Most Important Renovation Project (n = 631)

Project Type	Up to \$500 (n=179)	\$501-\$1,000 (n=108)	\$1,001-\$2,500 (n=134)	\$2,501-\$5,000 (n=123)	\$5,001-\$10,000 (n=45)	\$10,000 or more (n=42)
Paint/ Wallpaper	63%	24%	12%	13%	4%	2%
Kitchen	3%	6%	4%	9%	27%	12%
Bathroom	4%	9%	7%	15%	7%	7%
Carpets/ Flooring	6%	13%	17%	16%	7%	0%
Rec room new/conversion	1%	3%	9%	8%	13%	12%
Windows	1%	4%	10%	7%	7%	5%
Addition/extension	<1%	6%	3%	2%	11%	36%
Deck/patio	3%	11%	12%	4%	4%	0%

Note: Column totals do not sum to 100% because only the most important projects (overall) are included.

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Household income is directly related to planned renovation expenditures

As we would expect, there is a strong relationship between household income and planned renovation expenditures. Estimated average expenditures are almost four times as great for households with incomes over \$100,000 compared to those with incomes of \$40,000 or less.

- In the higher incomes groups, households with incomes over \$100,000 plan to spend an average of \$10,300 on their renovations in 2000 and those with incomes between \$80,000 and \$100,000 plan to spend an average of \$6,700.
- In the middle income categories, households with incomes between \$60,000 and \$80,00 plan to spend an average of \$5,400 and those with incomes between \$40,000 and \$60,000 plan to spend an average of \$4,900.
- Lower income households of \$40,000 or less plan to spend an average of \$2,800.

The pattern of planned spending on the most important renovation project is similar to the pattern of spending for all projects. The range is from an average of \$1,900 for households with incomes of \$40,000 or less to \$6,100 for households with incomes over \$100,000.

Lower income households will spend 68% of their total renovation budget on the most important project while the highest income households will spend 59% on the most important project. This is another indication that higher income households are able to plan a broader range of projects.

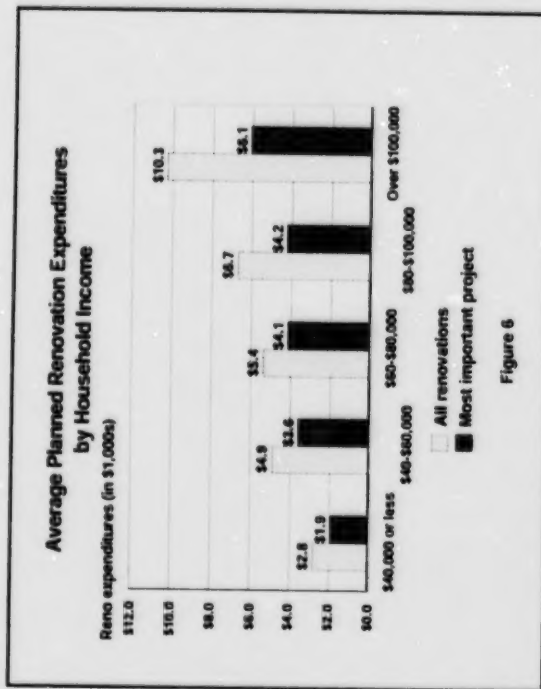


Figure 6

Table 7: Most Important Renovation Project Planned by Total Household Income (n = 765)

Project Type	\$40,000 or less (n=175)	\$40,000-\$60,000 (n=234)	\$60,000-\$80,000 (n=186)	\$80,000-\$100,000 (n=95)	\$100,000 or more (n=75)
Paint/ Wallpaper	35%	28%	27%	25%	27%
Kitchen	6%	8%	6%	8%	4%
Bathroom	6%	9%	8%	6%	17%
Carpets/ Flooring	10%	10%	19%	11%	12%
Rec room new/conversion	3%	6%	7%	8%	5%
Windows	6%	5%	4%	5%	5%
Addition/extension	3%	6%	3%	2%	4%
Deck/patio	6%	6%	4%	6%	9%

Note: Columns do not sum to 100% because only the most important projects (overall) are included.

While the amount of planned renovation spending is strongly related to income, spending is not strongly related to project types. Homeowners at all income levels are planning a wide range of renovation projects.

- The percentage of households indicating that simple decoration projects - painting and wallpapering - will be the most important project varies from 35% in the under \$40,000 income group to 25% in the \$80,000 to \$100,000 income range.
- For households with incomes under \$80,000, between 6% and 8% are planning kitchen renovations as the most important project. This figure decreases to 4% for households with incomes over \$100,000.
- Similarly, between 6% and 9% of households with incomes under \$80,000 indicated that bathroom renovations are the most important project. This figure increases to 17% for households with incomes over \$100,000.
- Lower income households in the under \$40,000 income group are less likely to indicate that rec room additions or conversions are their most important project.

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All types of households are planning substantial renovations

In the same way that households in all income groups will be undertaking the full range of renovation projects, the planning for specific renovation projects is not strongly related to household composition. Different sized households and those with and without children under the age of 18 are planning all types of projects.

Spending patterns do not vary greatly by household composition, with the exception that single person households will spend less on average.

- Household with children (\$5,100) and without children (\$5,600) are planning to spend similar average amounts on their renovations.
- Households with four or more people plan to spend the most (\$5,900) while single person households plan to spend the least (\$3,900).

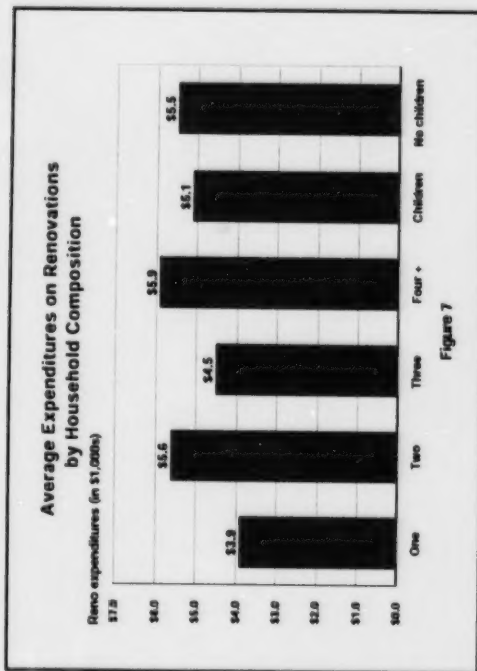


Table 8
Most Important Renovation Project Planned by Household Composition (n = 869)

	Household size				Children under 18	
	1 (n=69)	2 (n=254)	3 (n=215)	4 or more (n=331)	Yes (n=414)	No (n=451)
Paint/ Wallpaper	28%	28%	31%	29%	30%	28%
Kitchen	3%	7%	7%	6%	6%	7%
Bathroom	10%	10%	8%	8%	8%	10%
Carpets/ Flooring	7%	13%	11%	13%	12%	12%
Rec room new/conversion	1%	4%	5%	8%	8%	3%
Windows	4%	4%	7%	5%	5%	5%
Addition/Extension	3%	4%	4%	6%	6%	4%
Deck/patio	4%	3%	7%	7%	7%	4%

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Note: Columns do not sum to 100% because only the most important projects (overall) are included.

Bathroom and flooring projects are popular with all age groups of homeowners

The overall ranking of the most important renovation projects is quite similar for all age groups.

- Rec room additions and conversions (9%) are more important for the 35 to 44 age group, many of whom have children.
- Window replacement projects are less important for the under 35 age group, with just 2% rating this as the most important.

After painting and wallpapering, bathroom and flooring projects are the ones that have the greatest appeal to homeowners of all ages. The percentage of homeowners in all the age segments that identify these projects as the most important are similar. The only exception is in the seniors category (65 and over) where the percentages of homeowners who identify these projects as the most important ones are somewhat lower.

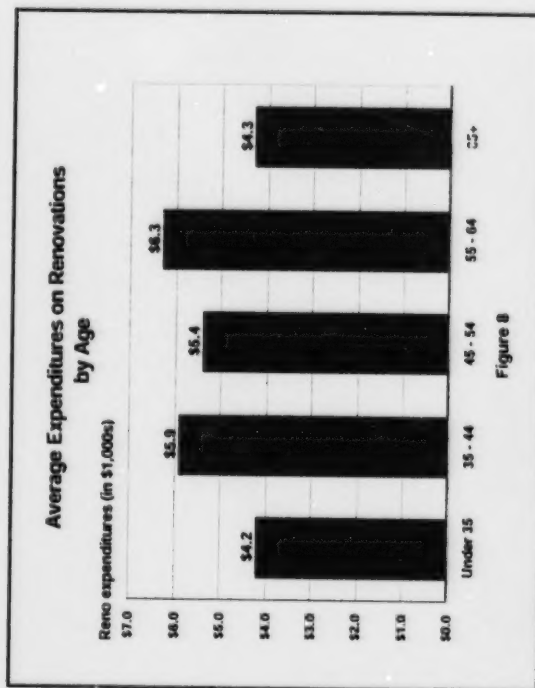


Figure 8

Table 9: Most Important Renovation Project Planned by Respondent Age (n = 849)

Project Type	Under 35 (n=186)	35 - 44 (n=263)	45 - 54 (223)	55 - 64 (n=106)	65 and over (n=71)
Paint/ Wallpaper	33%	28%	30%	22%	30%
Kitchen	6%	8%	7%	4%	3%
Bathroom	10%	8%	8%	10%	7%
Carpets/ Flooring	12%	13%	11%	13%	6%
Rec room new/conversion	5%	9%	4%	4%	2%
Windows	2%	5%	7%	8%	5%
Addition/Extension	3%	6%	4%	5%	3%

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Deck/patio	6%	6%	6%	6%	3%
Note: Columns do not sum to 100% because only the most important projects (overall) are included.					

The types of major renovation projects planned by homeowners vary by market area

Homeowners living in different areas of metro Halifax identify different types of projects as their most important renovations.

- Kitchens projects were identified as the most important project by more owners in Halifax Peninsula (8%), Mainland North (8%) and Dartmouth (8%).
- Bathroom projects were identified by a higher percentage in Mainland North (16%) and Mainland South (17%).
- Flooring projects were identified by more owners in Mainland North (14%) and Dartmouth (13%).
- Window projects were identified by more owners in Mainland North (6%) and Bedford/Hammond's Plains (7%).

Homeowners planning to spend the most on all their renovations currently live in Halifax Peninsula (an average of \$7,800), Mainland North (\$6,900), and Mainland South (\$6,600). Those living in Sackville/Fall River will spend the least on average (\$3,600).

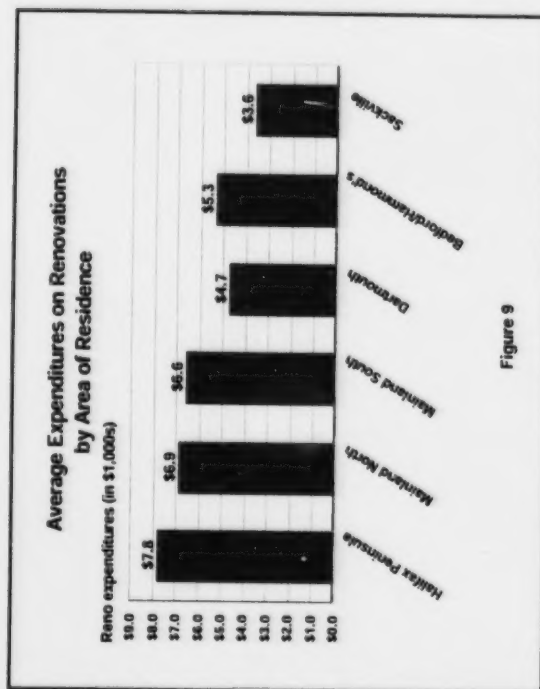


Figure 9

Table 10: Most Important Renovation Project by Current Residence of Homeowners (n = 856)

Project Type	Halifax Peninsula (n=121)	Halifax Mainland North (n=64)	Halifax Mainland South (n=77)	Dartmouth (n=373)	Bedford/Hammond's Plains (n=54)	Sackville/Fall River (n=142)
Paint/ Wallpaper	28%	20%	34%	26%	36%	35%
Kitchen	8%	8%	1%	8%	2%	3%
Bathroom	9%	16%	17%	7%	9%	10%
Carpets/ Flooring	11%	14%	8%	13%	7%	13%
Rec room new/conversion	5%	3%	8%	5%	7%	8%
Windows	3%	6%	1%	6%	7%	4%

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Addition/extension	2%	3%	1%	6%	1%	3%
Deck/patio	3%	5%	4%	7%	6%	4%

Note: Columns do not sum to 100% because only the most important projects (overall) are included.

Who will do the renovation work? Use of contractors and do-it-yourself

Do-it-yourselfers comprise an important segment of the renovation market

Approximately two-thirds (67%) of all renovators plan to do at least part of the work themselves. Of the 891 respondents who reported plans to renovate, 52% plan to complete the project entirely on their own and another 15% said that they would use some contracted help to supplement their own work.

Despite the strength of the do-it-yourself sector, the demand for professional help will be a significant feature of the renovation market. Of the almost half (48%) or homeowners who will hire some outside help to work on their renovations, most - 32% overall - will contract out for all of the work.

- 13% will use skilled trades.
- 14% will hire a general contractor.
- 5% will hire a general handyman.

The planned use of skilled trades is up by 3% from 10% last year. The use of general contractors is up by 2% from 12% last year.

The percentage of "do-it-yourselfers" has increased by 2% from 50% to 52%. However, the planned use of some contracted help to supplement the homeowner's work has decreased from 21% to 15%.

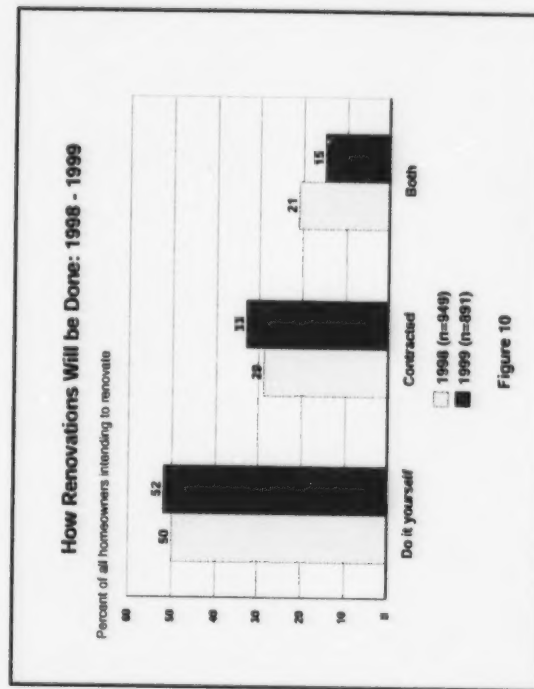


Table 11: How renovations will be done

	(n)	(%)
Do it yourself	459	52%
Some contracted help	137	15%
Skilled tradesperson	116	13%

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General contractor	127	14%
General handyman	44	5%
Other	8	1%
Total	891	100%

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The use of renovation contractors and trades is highest for kitchen, bathroom and window replacement projects

Fewer homeowners plans to do the renovation work themselves for window replacement projects (21%), kitchen (38%) and bathroom (38%) renovation projects.

Homeowners planning to renovate are much more likely to hire renovation contractors and other types of professional help for specific types of projects.

- Homeowners are most likely to hire general renovation contractors for window replacement projects (38%), bathroom renovations (19%), and kitchen renovations (15%).

- Some contracted help to supplement the homeowners' work is most likely for kitchen renovations (29%), rec room additions and conversions (29%), and home additions or extensions (25%).

- Skilled trades are most likely to be hired for bathroom renovations (19%), flooring projects (19%), and window replacement projects (19%).

Table 12: Who Will do the Renovations by the Most Important Project Planned

Project Type	Do it yourself (n=428)	Some contract help (n=130)	General handy-man (n=42)	Skilled trades (n=109)	General contractor (n=120)	Total (n = 838)
Paint/ Wallpaper (n=247)	75%	10%	4%	8%	3%	100%
Kitchen (n=52)	38%	29%	6%	12%	15%	100%
Bathroom (n=77)	38%	17%	6%	19%	19%	100%
Carpets/ Flooring (n=95)	47%	16%	4%	19%	14%	100%
Rec room (n=45)	49%	29%	0%	13%	9%	100%
Windows (n=42)	21%	19%	2%	19%	38%	100%
Addition/extension (n=40)	45%	25%	5%	13%	13%	100%
Deck/patio (n=44)	55%	20%	9%	2%	14%	100%
Note: Row totals may not sum to 100% because of rounding.						

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The use of renovation contractors and trades increases with the costs of the project

The average expenditures on planned renovation projects is closely associated with consumer plans to hire someone to do the work. While the value of the renovation varies widely, the average expenditure for the most important renovation project involving a general contractor is \$5,600. The average for projects conducted by homeowners themselves is \$2,200.

- Most work under \$500 will be done by the homeowner alone (85%).
- At the other end of the project size spectrum, 21% of respondents expect to do all of the work themselves on renovation projects costing over \$10,000.
- Reliance on outside help increases significantly when the cost of the project exceeds \$1,000. With projects in excess of \$1,000, no fewer than 59% of homeowners plan to hire at least some outside help to do the work.

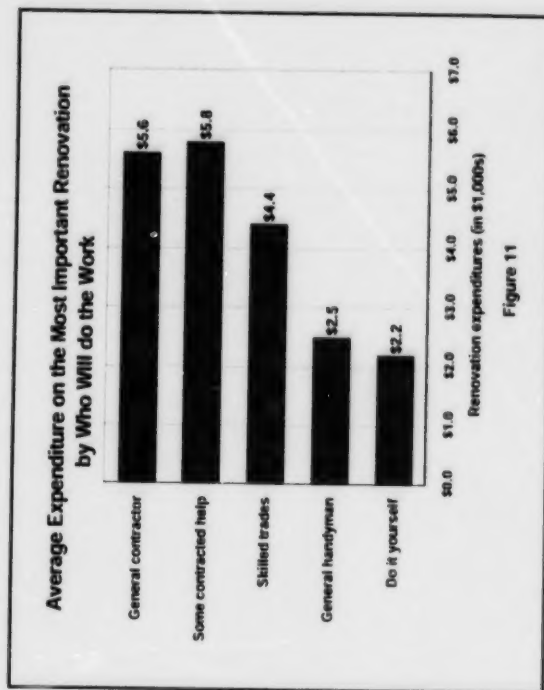


Figure 11

Table 13: Planned Expenditures on the Most Important Project by Who Will do the Renovations

Project Expenditures	Do it yourself (n=324)	Some contract help (n=99)	General handyman (n=31)	Skilled trades (n=80)	General contractor (n=83)	Total (n = 617)
Up to \$500 (n=177)	85%	6%	4%	4%	2%	100%
\$501 - \$1,000 (n=103)	60%	12%	5%	16%	8%	100%
\$1,001 - \$2,500 (n=132)	41%	18%	9%	14%	18%	100%
\$2,501 - \$5,000 (n=124)	32%	21%	4%	22%	22%	100%
\$5,001 - \$10,000 (n=42)	26%	36%	2%	12%	24%	100%
Over \$10,000 (n=39)	21%	31%	3%	18%	28%	100%

Note: Row totals may not sum to 100% because of rounding.

Do it yourself projects are very popular with all but the highest income homeowners

Do it yourself is the renovation method of choice for a substantial number of homeowners in all income categories. A majority of homeowners with incomes under \$80,000 will do all the work on their most important renovation project (i.e. between 56% to 59% for the income categories under \$80,000).

At household incomes over \$80,000, fewer than half of homeowners plan to do all the work themselves.

- 45% of homeowners in the \$80,000 to \$100,000 income category will do the renovation work themselves.
- 29% of homeowners in the \$100,000 and over income category will do the renovation work themselves.

Similar percentages of homeowners in all income categories will hire contracted help to supplement their own work on the renovation.

Homeowners with incomes over \$100,000 are much more likely to hire skilled trades for the work (23%). This is consistent with the higher number of these upper-income households who identify major projects as their most important renovations (e.g. 17% identify bathroom renovations as the most important).

Homeowners with incomes over \$80,000 are much more likely to hire general renovation contractors: 21% in the \$80,000 to \$100,000 income category and 29% in the \$100,000 and over category.

Table 14: Planned Expenditures on the Most Important Project by Total Household Income

Household Income	Do it yourself (n=402)	Some contract help (n=120)	General handy-man (n=40)	Skilled trades (n=100)	General contractor (n=104)	Total (n = 766)
\$40,000 or less (n=173)	56%	13%	9%	12%	10%	100%
\$40,000 - \$60,000 (n=236)	59%	17%	4%	11%	10%	100%
\$60,000 - \$80,000 (n=181)	56%	17%	2%	12%	12%	100%
\$80,000 - \$100,000 (n=96)	45%	18%	5%	12%	21%	100%
Over \$100,000 (n=80)	29%	14%	6%	23%	29%	100%
Note: Row totals may not sum to 100% because of rounding.						

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Homeowners consult a variety of sources to plan their renovations

In addition to expressing intentions to renovate in the next year, the great majority of homeowners (82%) identified as renovation intenders in this survey have also engaged in some renovation planning activities and behaviours.

Most homeowners intending to renovate use print and electronic media to research their renovations.

- 60% have watched television or videos on renovation topics.
- 45% have read publications including books and magazines.

Many homeowners have also made direct contacts with industry professionals.

- 41% have talked to a building material supply dealer about the costs of materials.
- 20% have contacted a renovation contractor.

Homeowners planning to renovate in the next year are much more likely to have talked to a building material supply dealer than homeowners intending to renovate who responded to the CMHC survey last year: 41% compared to 29% last year.

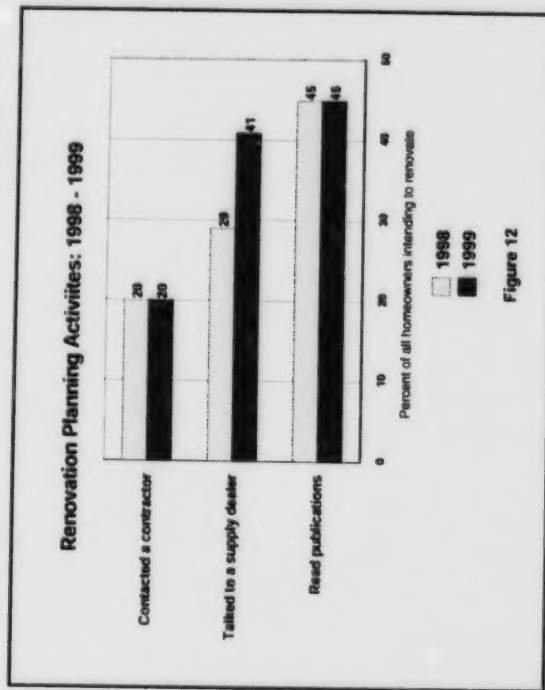


Table 15: Renovation Planning Activities		
	(n)	(%)
Watched TV programs and videos	491	60%
Read publications on renovation	374	45%
Talked to a building materials supplier	342	41%
Contacted a contractor	167	20%
None of these	145	18%
Overall - at least one of these activities	680	82%

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Note: Respondents could provide multiple responses.

Who will renovate? Characteristics of home renovators

Higher income households lead renovation demand

- Households with annual incomes of at least \$60,000 are the most likely to renovate. These households make up 28% of the Halifax population surveyed yet account for almost half (48%) of all renovation intenders.
- Approximately 60% of those with household incomes over \$60,000 intend to renovate in 2000. Overall, renovation intentions are very similar for the \$60,000 to \$80,000 (\$51,000 (58%) and over \$100,000 (58%).
 - Half (50%) of homeowners with incomes between \$40,000 and \$60,000 intend to renovate.
 - The percentage of homeowners intending to renovate decreases to 40% for homeowners with incomes under \$40,000.

Intentions to Renovate by Household Income

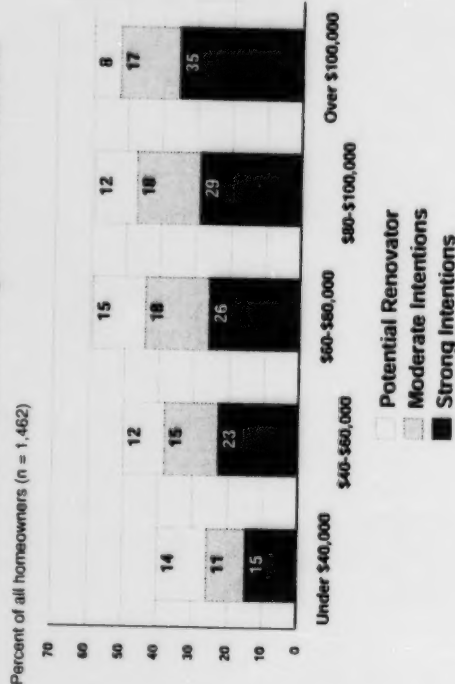


Figure 13

Consumer intentions to renovate a home in Halifax: a look at tomorrow's customers ... today.

Consumer intentions to renovate a home in Halifax: a look at tomorrow's customers ... today.

The strength of renovation intentions rise with income. It is highest for homeowners with incomes over \$100,000 with 58% of those intending to renovate in the next year being *ready to renovate* now.

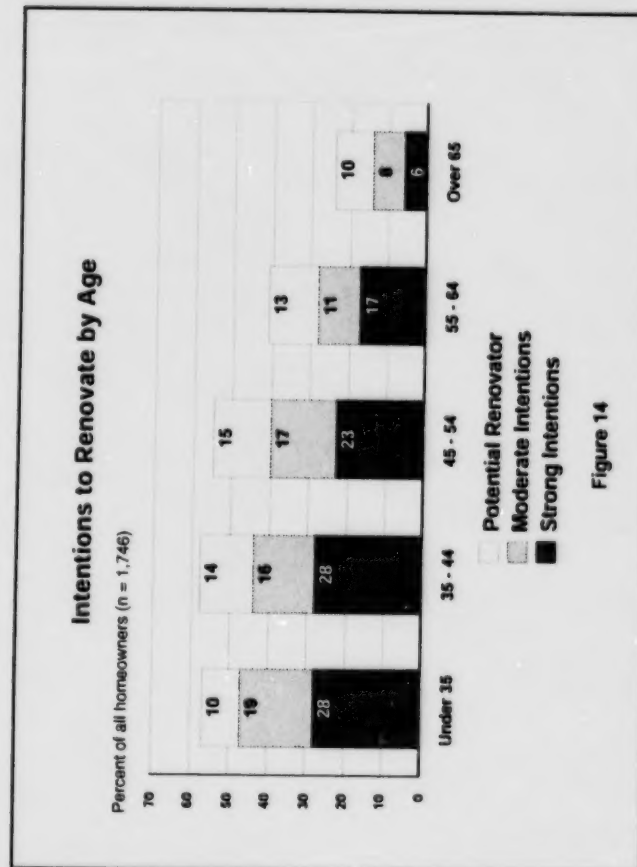
- The strength of renovation intentions rise with income. It is highest for homeowners with incomes over \$100,000 with 58% or those intending to renovate in the next year being *ready to renovate* now.
- Among other high income households in the \$80,000 to \$100,000 income range, 50% of intenders are ready to renovate now.
 - Among households in the \$40,000 to \$80,000 income range, an average of 45% of intenders are ready to renovate now.
 - Renovation intenders in lower income households under \$40,000 range are the least likely to be ready to renovate now (37%).

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Younger households are the most likely to renovate

Homeowners between 25 and 44 years of age are most likely to renovate.

- Renovation intentions are highest among homeowners under the age of 45. Overall intentions to renovate in the next year are the same for the youngest homeowners in the under 35 age group (58%) and those in the 34 to 44 age group (57%).
- Renovation intentions decrease as homeowners age. For example, 54% of those aged 45 to 54 intend to renovate. The percentage decreases further to 41% for those between the ages of 55 and 64.



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- Seniors are least likely to renovate. Only 24% of homeowners aged 65 and over are intending to renovate in the next year.
- Renovation intenders under the age of 45 are also the most likely to be *ready to renovate now*.
- 48% of renovation intenders in the key age 25 to 45 segment are ready to renovate now.

Table 17: Strength of Home Renovation Intentions by Age

Strength of intentions	18 to 24 (n=14)	25 to 34 (n=154)	35 to 44 (n=266)	45 to 54 (n=226)	55 to 64 (n=109)	65 or older (n=76)	Total (n=845)
Strong	57%	48%	48%	42%	41%	26%	44%
Moderate	29%	34%	28%	31%	26%	32%	30%
Potential	14%	18%	24%	27%	33%	42%	26%
Note: Column totals may not sum to 100% due to rounding.							

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Renovation intentions increase with household size

Larger households of three and more people, particularly those with children, are the most likely to be renovating within the next year.

- Fewer single-person households (30%) and two-person households (41%) are intending to renovate next year.
- The difference between small and larger households can be attributed almost entirely to homeowners who are categorized as strong renovation intenders - those ready to renovate now. Households with three people (25%) and four or more people (27%) are far more likely to be strong renovation intenders than two-person (18%) or single-person (9%) households.

Intentions to Renovate by Household Size

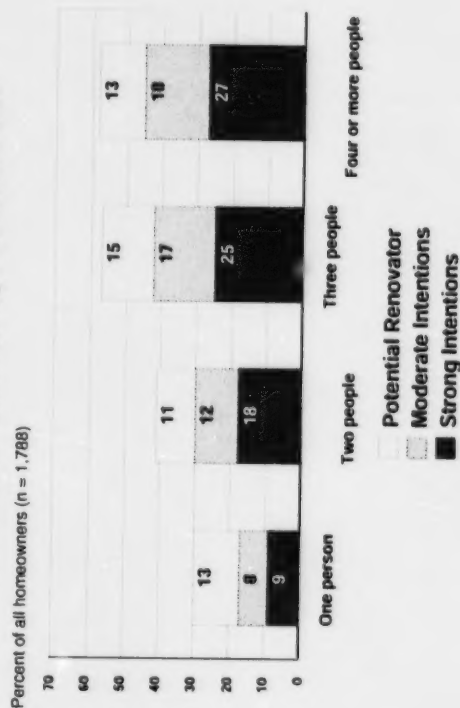


Figure 15

Consumer intentions to renovate a home in Halifax: a look at tomorrow's customers ... today.

- Households with children under 18 are more likely than those without children to intend to renovate: 59% compared to 41%.
- Households with children are also more likely to be ready to renovate now: 27% compared to 17% of households without children.
- The increase in intentions across household sizes is consistent with last year's trend. In 1998, intentions climbed as household size increased.

Table 18: Strength of Home Renovation Intentions by Household Composition

Strength of intentions	Household size			Children under 18	
	1 (n=71)	2 (n=256)	3 (n=212)	Children (n=407)	No children (n=456)
Strong	31%	43%	44%	46%	41%
Moderate	27%	30%	30%	31%	29%
Potential	42%	28%	26%	22%	31%

Note: Column totals may not sum to 100% due to rounding.

Consumer intentions to renovate a home in Halifax: a look at tomorrow's customers ... today.

Factors that could influence home renovation intentions

A more positive financial situation would encourage many households to consider renovations

While about half of Halifax homeowners (52%) say they have no intention of renovating their homes in the next year, 28% of these non-intenders (or about 14% of all homeowners) said they would consider renovating under the right circumstances. Two types of circumstances were cited by many of these homeowners as ones that would make them consider renovating.

- 37% said that they would renovate if there is a deterioration in the condition of their current home.
- 33% said they would consider renovating if the financial or employment circumstances improved.

Table 19: Circumstances under which non-intenders would consider renovating (n=257)

	(n)	(%)
Deterioration of existing home	95	37%
Change in household financial situation	84	33%
Disaster	10	4%
Home needs to be older/too new	9	4%
Already done/Don't need	9	4%
Thinking of selling home	9	4%
Win lottery/Other windfall	6	2%
Increase in household size	6	2%
Other factors	29	11%
Note: Totals may not add to 100% due to rounding.		

Summary of home renovation intentions

Half of the homeowners in Halifax plan to renovate in the next year

- Potentially, 48% of all metro Halifax homeowners will renovate in the next year - over 62,000 households.
- If all of these renovation intenders proceed with their projects, Halifax could experience up to \$300 million in renovation activity in 2000.
- Homeowners living in Halifax Peninsula are most likely to be ready to renovate now.
- Dartmouth homeowners comprise the largest number of potential renovators of the six metro market areas.

Many homeowners are planning major reno projects

- One-half (49%) of homeowners planning renovations will spend more than \$2,500: 25% will spend between \$2,500 and \$5,000 and 24% will spend more than \$5,000. On average, homeowners will spend over \$5,300 on their renovations.
- About half of renovation intenders are planning major projects including flooring (20%), bathroom (13%), kitchen (9%) and window replacement (9%) renovations.
- Those planning major projects are more likely to be *ready to renovate now*.
- Almost half (45%) of homeowners are planning simple decoration projects involving painting and wallpapering.
- Fewer than one-third (29%) are planning only decorating projects. About one-third of these homeowners (17% overall) are planning other projects along with their decorating.

The renovation market is split among do-it-yourselfers and homeowners who will hire professionals.

- 52% of homeowners plan to do all of their own renovation work, including all who are planning only to decorate.
- 48% of homeowners will hire professionals for their renovations including 15% who plan to hire some outside help to supplement their own efforts, 14% who will hire a renovation contractor, 13% who will hire skilled trades, and 5% who will hire a general handyman.
- Planned use of skilled trades is up by 30% over 1998 (from 10% to 13% of homeowners planning to renovate). Expected use of renovation contractors is up by 17% (from 12% to 14% of homeowners planning to renovate).

Younger and higher income households with children are the most likely to renovate

- Households with incomes of at least \$60,000 are the most likely to renovate. These households, which make up 28% of the local population, account for almost half (48%) of renovation intenders.
- Renovation intentions peak among those aged 25 to 44, with 58% of homeowners in this age bracket planning to renovate in the next year.
- Larger household are more likely to renovate in the next year: 58% of households with three or more people will renovate compared to 30% of singles and 41% of two-person households.

Consumer intentions to renovate a home in Halifax: a look at tomorrow's customers ... today.

Consumer intentions to renovate a home in Halifax: a look at tomorrow's customers ... today.

APPENDIX 1

About the research,
the questionnaire, and future surveys

Consumer intentions to renovate a home in Halifax: a look at tomorrow's customers ... today.

Overview of the research

Between September 2 and September 15, 1999, Canada Mortgage and Housing Corporation interviewed 3,009 residents in the Halifax Census Metropolitan Area. This survey was replicated in five other cities (Vancouver, Calgary, Edmonton, Toronto and Montréal) with a total sample of over 18,000, making it the largest household survey in Canada devoted to home ownership and renovation intentions.

Households were selected using random digit dialing to ensure coverage of homes with unlisted numbers. Respondents (who reside in the household) must be someone "who is involved in major purchase decisions for your household". Interviewers assured respondents of complete confidentiality.

The questions probed for several general aspects of the household such as whether the household owned or rented the home and the recency of migration to the city. Modules on home purchase intentions included questions on a range of factors that affect decision to purchase. Parallel questions on renovations probed for respondent plans for renovations.

The *Consumer Intentions to Buy or Renovate a Home* is a highly cost-effective research shell, designed to accommodate additional questions purchased by subscribers. Because the basic survey takes only 4 or 5 minutes, considerable scope exists to include questions on financing, interior furnishings, appliances, exterior equipment, home entertainment, and even large purchases such as automobiles. Because the survey includes owners and renters, it is a representative study of households.

Readers wishing to view the questionnaire or add questions to future surveys should contact the CMHC office where they purchased this report.

Consumer intentions to renovate a home in Halifax: a look at tomorrow's customers ... today.

APPENDIX 2

Definition of "Intentions"

**"Ready to Renovate" "Thinking about Renovation"
and "Possible Renovator"**

Consumer intentions to renovate a home in Halifax: a look at tomorrow's customers ... today.

Overview

Basic to this research is the concept of someone who intends to purchase or renovate. This idea has been used in economic forecasting research since the 1950's when large organizations such as the Conference Board of Canada and the University of Michigan started the measurement of consumer confidence.

Consumer Intentions to Renovate a Home: a look at tomorrow's customers today is directly related to these general consumer confidence studies. The questionnaire asks how likely it is that the respondent's household will renovate in the next 12 months and the next 6 months. Respondents also answer questions about various renovation planning activities (e.g. contacting a contractor, visiting a building material supply dealer). From these questions we build a profile of someone "*ready to renovate*" (strong intender) and "*thinking about renovating*" (an intender or someone who is seriously thinking about renovating).

Definition of renovation intentions

The definition of renovation intentions parallels that of home purchase.

Strong intender (*ready to renovate*)

Someone who is ready to renovate responded that they planned to renovate and answered "HIGH" to "What are the chances you will actually renovate your home in the next six months?" and who had completed one pre-renovation activity (contacted contractor, talked to building materials supplier, read home improvement publications).

Moderate intender (*thinking about renovating*)

This respondent replied HIGH to the chances that they will renovate in 12 months and has participated in one pre-renovation activity.

Possible/potential renovator

This respondent: stated he/she had a HIGH chance of renovating in 6 or 12 months (no pre-renovation activities) or stated that he/she did not know whether they would undertake renovations.

Non-intender

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This respondent stated that he/she had no intentions of renovating in the next year.

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Consumer intentions to renovate a home in Halifax: a look at tomorrow's customers ... today.

Data Report

Consumer intentions to renovate a home in Halifax: a look at tomorrow's customers ... today.

Renovation Intender Profile:	
Location of Residence	1
Age	2
Gender	2
Household composition	3
Children under 18 years of age in household	3
Total household income	4
Chances of renovating in next 12 months	5
Chances of renovating in next 6 months	5
All home renovations planned	6
The most important renovation project planned	9
Who will do the renovations	11
Amount plan to spend on all renovations	12
Amount to be spent on all renovations	13
Amount to be spent on most important renovation	13
Pre-renovation activities	14
Barriers to Home Renovation:	
Reasons decided not to renovate	15
Circumstances under which consider renovating	16
Home Renovation Intentions By:	
Current residence of respondent	17
Total household income	17
Household size and Children in household	18
Respondent age	18
All home renovations planned	19
Amount plan to spend on all renovations	20

Consumer intentions to renovate a home in Halifax: a look at tomorrow's customers ... today.

Home Renovation Intentions By: (continued)

Most important renovation planned	20
Amount plan to spend on most important renovation	21
Who will do renovations	21

Most Important Renovation Planned By:

Current residence of respondent	22
Total household income	23
Household size and Children in household	24
Respondent age	25

Amount Plan to Spend on Most Important Renovation By:

Current residence of respondent	26
Total household income	27
Household size and Children in household	28
Respondent age	29
Most important renovation planned	30
Who will do renovations	31

Who Will Do Renovations By:

Current residence of respondent	32
Total household income	33
Household size and Children in household	34
Respondent age	35
All home renovations planned	37
Most important renovations planned	38



Renovation intentions

	n	%
Strong (Ready to Renovate)	376	21.0%
Moderate (Thinking of Renovating)	257	14.3%
Potential Renovator	230	12.8%
Not intending to renovate	932	51.9%
Total	1796	100.0%

[BASE=All home owners] [Data are weighted]

Renovation Intender Profile: Residence

Area of residence in Halifax	n	%
Halifax Peninsula	122	14.1%
Halifax Mainland N	62	7.2%
Halifax Mainland S	71	8.3%
Dartmouth	371	43.0%
Bedford	54	6.2%
Sackville	142	16.4%
Other	22	2.5%
DK/NR	20	2.3%
Total	863	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Age

	n	%
18-24	14	1.6%
25-34	154	17.9%
35-44	266	30.8%
45-54	226	26.2%
55-64	109	12.6%
65 +	76	8.8%
DK/NR	19	2.2%
Total	863	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Age

	N	Mean age	Median age
	844	45	44

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Gender

	n	%
Male	343	39.7%
Female	520	60.3%
Total	863	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Household composition

Household size [# persons]	n	%
1	71	8.2%
2	257	29.7%
3	212	24.5%
4 or more	323	37.5%
DK/NR	1	.1%
Total	863	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Children under 18 years of age in household

	n	%
No	455	52.7%
Yes	407	47.1%
DK/NR	1	.1%
Total	863	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Total household income

	n	%
Under \$20,000	20	2.4%
\$ 20,000- 40,000	145	16.8%
\$ 40,000- 60,000	225	26.1%
\$ 60,000- 80,000	182	21.1%
\$ 80,000-100,000	96	11.1%
\$100,000-200,000	68	7.9%
\$200,000 or more	11	1.3%
DK/NR	115	13.4%
Total	863	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Chances of renovating in next 12 months

	n	%
Low	43	5.0%
50/50	205	23.7%
High	609	70.6%
DK	7	.8%
Total	863	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Chances of renovating in next 6 months

	n	%
Low	213	25.1%
50/50	173	20.4%
High	463	54.5%
Don't Know/Refused	14	1.7%
Total	863	101.7%

[BASE=All home renovation intenders] [Data are weighted]

All home renovations planned

Renovations	n	%
NET: PAINT / WALLPAPER	356	41.2%
NET: KITCHEN	79	9.2%
NET: BATHROOM	112	13.0%
NET: CARPET / FLOORING	170	19.7%
NET: REC ROOM	68	7.9%
Paint/Wallpaper: one room	66	7.7%
Paint/Wallpaper: more than one room	205	23.8%
Paint/Wallpaper: whole house	84	9.8%
Kitchen: cabinets/counter tops	40	4.6%
Kitchen: complete renovation	41	4.8%
Bathroom: fixtures	17	1.9%
Bathroom: tile	11	1.2%
Bathroom: complete renovation	73	8.5%
Bathroom: addition/basement conversn	17	2.0%
Carpet/Flooring: one room	42	4.8%
Carpet/Flooring: more than one room	87	10.1%
Carpet/Flooring: whole house	25	2.9%
Rec Room: new addition	15	1.8%
Rec Room: basement conversion	53	6.2%
Add a fireplace	5	.6%
Add a pool	1	.2%
Add/refurbish closets	10	1.2%
Build a garage	8	1.0%
Deck/Patio	95	11.0%
Doors	39	4.5%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted (Continued...)

All home renovations planned (Continued...)

Renovations	n	%
Exterior painting/stucco	28	3.3%
Fence	3	.3%
Foundation	5	.6%
Furnace	15	1.7%
Hot water heater	3	.3%
Ornamental lighting	0	.0%
Roofing	52	6.0%
Windows	74	8.6%
Wiring	6	.7%
Paint/Wallpaper (unspecified)	1	.1%
Carpet/Flooring (unspecified)	16	1.9%
Basement (unspecified)	6	.7%
Renovation/Redecoration (unspecified)	25	2.9%
Drywall/Plastering	4	.5%
Siding	7	.8%
Driveway/Sidewalk	2	.3%
Addition/Extension/Add room(s)	53	6.1%
Remove/Replace/Erect walls	12	1.4%
Landscaping	5	.5%
Insulation	4	.5%
The whole house/Everything (unspecified)	0	.0%
Plumbing	2	.2%
Air conditioning/Air cleaning/Filters	1	.1%
Eavestroughs/Gutters	4	.5%
Brickwork/Masonry	0	.0%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted (Continued...)

All home renovations planned (Continued...)

Renovations	n	%
New furnishings	1	.2%
Chimney repairs/New	10	1.1%
Other renovations	44	5.1%
None	0	.0%
DON'T KNOW/REFUSED	18	2.1%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

The most important renovation project planned

	n	%
Paint/Wallpaper: 1 room	45	5.5%
Paint/Wallpaper: 2+ rooms	138	17.0%
Paint/Wpaper: House	56	6.9%
Kitchen: Cabinet/Counter	26	3.2%
Kitchen: Complete Renovation	27	3.3%
Bathroom: Fixtures	10	1.2%
Bathroom: Tile	4	.5%
Bathroom: Complete Renovation	49	6.1%
Bathroom: Addition/Conversion	10	1.3%
Carpet/Floor: 1 room	24	3.0%
Carpet/Floor: 2+ rooms	53	6.6%
Carpet/Floor: House	13	1.6%
Rec Room: New addition	7	.9%
Rec Room: Conversion	38	4.7%
Add fireplace	3	.4%
Add/Refurbish Closets/cabinets	6	.7%
Build garage	8	1.0%
Deck/Patio	47	5.8%
Doors	18	2.2%
Ext painting/stucco	13	1.6%
Fence	2	.2%
Foundation	4	.5%
Furnace	11	1.4%
Hot water heater	2	.2%
Roofing	35	4.4%

[BASE=All home renovation intenders] [Data are weighted] (Continued...)

The most important renovation project planned (Continued...)

	n	%
Windows	40	5.0%
Wiring	3	.4%
Carpet/Floor: Unspecified	8	.9%
Basement: Unspecified	6	.8%
Renovate/Decorate	18	2.2%
Drywall/Plastering	2	.3%
Siding	6	.7%
Addition/Extension	37	4.6%
Wall: Remove/Replace	4	.5%
Landscaping	2	.3%
Insulation	1	.2%
Plumbing	1	.1%
Air conditioning/Air cleaning/Filters	1	.2%
Eavestroughing/Gutters	1	.2%
Chimney: Repair/New	6	.7%
Miscellaneous	23	2.8%
Don't Know/No Response	54	6.6%
Total	863	106.6%

[BASE=All home renovation intenders] [Data are weighted]

Who will do the renovations

	n	%
Do it myself	416	48.2%
Some contracted help	132	15.3%
General handyman	42	4.9%
Skilled tradesperson	112	12.9%
General contractor	117	13.5%
Architect/ Engineer	6	.7%
Someone else	2	.2%
Family/ Friends	6	.7%
Retailer/ Manufacturer	8	.9%
Miscellaneous	1	.1%
DK/NR	22	2.5%
Total	863	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on all renovations

	n	%
Up to \$500	110	12.8%
\$ 501 - 1,000	78	9.0%
\$1,001 - 2,500	126	14.6%
\$2,501 - 5,000	153	17.7%
\$5,001 -10,000	82	9.5%
Over \$10,000	57	6.6%
DK/NR	258	29.9%
Total	863	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on all renovations

	N	Mean \$	Median \$
	605	\$5,287.72	\$2,500.00

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on most important renovation

	n	%
Up to \$500	163	18.9%
\$ 501 - 1,000	102	11.8%
\$1,001 - 2,500	129	14.9%
\$2,501 - 5,000	121	14.1%
\$5,001 -10,000	43	4.9%
Over \$10,000	39	4.5%
DK/NR	266	30.8%
Total	863	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on most important renovation

	N	Mean \$	Median \$
	597	\$3,649.28	\$1,500.00

[BASE=All home renovation intenders] [Data are weighted]

Pre-renovation activities

	n	%
Contacted contractor: renovation info	167	19.3%
Talked to building materials supplier	324	37.6%
Read publications: renovation info	366	42.4%
Watched TV pgms/videos on renovations	473	54.8%
None of these	203	23.5%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Reasons decided not to renovate

Reasons	n	%
Change in hhold financial situation	21	55.3%
Change in household job situation	1	1.7%
Cost is too high	6	16.6%
Sold existing house	0	.0%
Satisfied with existing home	1	3.4%
Just renovated existing home	1	2.5%
Just bought a home	0	.0%
Don't want to make a mess/hassle	2	5.1%
Kids moved back/moved away	0	.0%
No time/Too busy	3	6.7%
Not the right time of year	0	.0%
Want to move/Trying to sell	1	2.6%
Personal reasons	0	.0%
Age factor	0	.0%
Don't need/Have a new house	0	.0%
Don't need (unspecified)	0	.0%
Other reasons not to renovate	3	8.3%
DON'T KNOW/REFUSED	1	1.7%

[BASE= Those not intending to renovate (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Circumstances under which consider renovating

Inducements	n	%
Change in hhold financial situation	80	15.8%
Change in household job situation	4	.8%
Thinking of selling home	10	2.0%
Bought an older home	1	.1%
Deterioration of existing home	95	18.7%
Develop health/mobility problems	1	.2%
Want to change style of existing home	2	.5%
Kids moved back/moved away	4	.8%
Nothing/Like my existing home	152	30.0%
Disaster	10	2.0%
Increase in household size	6	1.2%
Home needs to be older/too new	9	1.9%
Already done/Don't need	9	1.8%
Don't want to/No intentions	7	1.4%
Win lottery/Other windfall	6	1.2%
Other reconsideration factors	21	4.1%
DON'T KNOW/REFUSED	101	19.8%

[BASE= Those not intending to renovate] [Data are weighted]

Note: Multiple responses accepted

Home renovation intentions by Current residence of respondent

		Area of residence in Halifax							
		Overall	Halifax Peninsula	Halifax Mainland N	Halifax Mainland S	Dartmouth	Bedford	Sackville	Other
Strong (Ready to Renovate)	n	376	58	26	31	161	24	55	12
	%	43.6%	47.4%	42.6%	43.9%	43.5%	44.9%	39.0%	54.9%
Moderate (Thinking of Renovating)	n	257	33	18	12	113	16	51	4
	%	29.8%	27.2%	29.6%	16.5%	30.5%	30.6%	36.1%	19.1%
Potential Renovator	n	230	31	17	28	96	13	35	6
	%	26.7%	25.4%	27.8%	39.6%	25.9%	24.4%	24.9%	26.0%
Total	N	863	122	62	71	371	54	142	22
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

BASE=All home renovation intenders) [Data are unweighted]

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Total household income

	Overall	Household income						
		Under \$20,000	\$ 20,000-40,000	\$ 40,000-60,000	\$ 60,000-80,000	\$ 80,000-100,000	\$100,000-200,000	\$200,000 or more
Strong (Ready to Renovate)	n 376 43.6%	6 30.8%	54 37.6%	103 45.8%	80 43.9%	48 50.5%	39 57.0%	7 64.4%
Moderate (Thinking of Renovating)	n 257 29.8%	6 28.3%	39 27.1%	68 30.4%	56 30.7%	29 30.0%	20 28.6%	3 22.8%
Potential Renovator	n 230 26.7%	8 41.0%	51 35.3%	54 23.9%	46 25.4%	19 19.4%	10 14.3%	1 12.8%
Total N	863	20	145	225	182	96	68	11
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Household size and Children in household

	Overall	Household size				Children in hhold	
		1	2	3	4 or more	No	Yes
Strong (Ready to Renovate)	n	22	109	93	152	186	189
	%	30.5%	42.5%	43.8%	47.0%	40.9%	46.5%
Moderate (Thinking of Renovating)	n	19	76	63	99	130	127
	%	26.9%	29.8%	29.7%	30.5%	28.5%	31.2%
Potential Renovator	n	30	71	56	73	140	91
	%	42.6%	27.8%	26.5%	22.5%	30.6%	22.3%
Total N	863	71	257	212	323	455	407
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Respondent age

	Overall	Age group				
		18-24	25-34	35-44	45-54	65 +
Strong (Ready to Renovate)	n	8	74	128	95	45
	%	56.8%	48.1%	48.2%	41.9%	41.0%
Moderate (Thinking of Renovating)	n	4	52	74	70	28
	%	29.0%	33.5%	27.9%	31.1%	26.1%
Potential Renovator	n	2	28	64	61	36
	%	14.2%	18.4%	23.9%	27.0%	32.8%
Total N	863	14	154	266	226	109
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by All home renovations planned

		All renovations planned							
		Overall	Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basement/ Addition/ Attic conversion	External construction / Repair	All other renovations
Strong (Ready to Renovate)	n	376	165	37	55	95	59	87	93
	%	43.6%	46.4%	46.6%	49.1%	56.0%	47.0%	45.6%	51.1%
Moderate (Thinking of Renovating)	n	257	121	20	27	42	29	60	44
	%	29.8%	34.1%	25.8%	23.7%	24.6%	22.8%	31.6%	24.0%
Potential Renovator	n	230	70	22	31	33	38	43	45
	%	26.7%	19.6%	27.6%	27.2%	19.5%	30.2%	22.8%	24.9%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Home renovation intentions by Amount plan to spend on all renovations

		Overall	\$ plan to spend on renovations					
			Up to \$500	\$ 501 - 1,000	\$1,001 - 2,500	\$2,501 - 5,000	\$5,001 -10,000	Over \$10,000
Strong (Ready to Renovate)	n	376	45	31	64	79	38	28
	%	43.6%	41.1%	40.1%	51.0%	51.6%	47.0%	49.7%
Moderate (Thinking of Renovating)	n	257	39	26	35	47	22	6
	%	29.8%	35.3%	33.7%	28.0%	30.7%	26.5%	11.3%
Potential Renovator	n	230	26	20	26	27	22	22
	%	26.7%	23.6%	26.3%	21.0%	17.7%	26.5%	39.0%
Total	N	863	110	78	126	153	82	57
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Most important renovation planned

	Overall	Most important renovation						
		Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
Strong (Ready to Renovate)	n	96	18	37	49	39	52	66
%		40.1%	34.4%	49.8%	49.5%	43.3%	42.4%	49.0%
Moderate (Thinking of Renovating)	n	89	15	16	26	21	39	32
%		37.3%	28.8%	22.3%	26.0%	23.8%	32.0%	23.9%
Potential Renovator	n	54	19	21	24	29	31	37
%		22.6%	36.8%	27.9%	24.5%	32.9%	25.6%	27.1%
Total N	863	238	53	74	98	89	122	135
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Amount plan to spend on most important renovation

	Overall	\$ plan to spend on most important renovation					
		Up to \$500	\$ 501 - 1,000	\$1,001 - 2,500	\$2,501 - 5,000	\$5,001 - 10,000	Over \$10,000
Strong (Ready to Renovate)	n 376	77	50	71	57	17	17
	% 43.6%	47.4%	48.9%	55.0%	47.3%	38.9%	43.8%
Moderate (Thinking of Renovating)	n 257	56	28	32	37	11	3
	% 29.8%	34.2%	27.7%	24.7%	30.5%	25.5%	7.9%
Potential Renovator	n 230	30	24	26	27	15	19
	% 26.7%	18.5%	23.4%	20.2%	22.2%	35.6%	48.3%
Total N	863	163	102	129	121	43	39
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Who will do renovations

	Overall	Do it myself	Who will do renovations								
			Some contracted help	General handyman	Skilled tradesperson	General contractor	Architect/Engineer	Someone else	Family/Friends	Retailer/Manufacturer	Miscellaneous
Strong (Ready to Renovate)	n 376	190	60	15	42	54	2	0	3	4	1
	% 43.6%	45.6%	45.1%	35.7%	38.0%	46.5%	27.4%	.0%	42.1%	44.7%	100.0%
Moderate (Thinking of Renovating)	n 257	132	38	13	37	24	2	2	1	2	0
	% 29.8%	31.6%	28.8%	31.9%	33.2%	20.8%	34.9%	100.0%	18.5%	26.0%	.0%
Potential Renovator	n 230	95	34	14	32	38	2	0	3	2	0
	% 26.7%	22.8%	26.1%	32.4%	28.7%	32.7%	37.7%	.0%	39.5%	29.3%	.0%
Total N	863	416	132	42	112	117	6	2	6	8	1
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

BASE=All home renovation intenders] [Data are weighted]

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Current residence of respondent

	Overall	Area of residence in Halifax						
		Halifax Peninsula	Halifax Mainland N	Halifax Mainland S	Dartmouth	Bedford	Sackville	Other
Paint/ Wallpaper	n	34	12	23	92	16	46	4
	%	27.8%	20.0%	31.7%	24.8%	30.2%	32.5%	20.7%
Kitchen	n	53	5	1	29	1	4	1
	%	6.1%	7.3%	1.8%	7.7%	2.3%	2.7%	2.4%
Bathroom	n	74	10	9	24	4	14	1
	%	8.5%	15.4%	12.3%	6.6%	7.7%	9.9%	6.0%
Carpets/ Flooring	n	98	7	6	47	4	18	3
	%	11.4%	11.4%	8.5%	12.6%	6.8%	12.7%	13.1%
Basem/ Attic Conv/ Addtn	n	89	7	7	36	8	17	4
	%	10.3%	10.8%	9.9%	9.7%	15.2%	12.1%	20.6%
Exter Const/ Repair	n	122	7	9	52	8	20	3
	%	14.2%	11.5%	13.0%	13.9%	15.3%	14.3%	12.7%
All Others	n	135	11	11	68	7	13	5
	%	15.7%	18.0%	16.0%	18.3%	13.6%	9.1%	21.3%
Don't Know/Refused	n	54	3	5	24	5	10	1
	%	6.2%	5.6%	6.7%	6.3%	9.0%	6.9%	3.3%
Total	N	863	62	71	371	54	142	22
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Total household income

	Overall	Household income					
		Under \$20,000	\$ 20,000-40,000	\$ 40,000-60,000	\$ 60,000-80,000	\$ 80,000-100,000	\$100,000-200,000 or more
Paint/ Wallpaper	238 27.6%	8 39.5%	49 33.8%	60 26.6%	48 26.4%	23 24.5%	17 25.2%
Kitchen	53 6.1%	1 2.6%	9 6.1%	17 7.7%	10 5.6%	8 7.8%	2 2.8%
Bathroom	74 8.5%	1 5.5%	9 6.3%	21 9.5%	14 7.6%	7 6.9%	11 16.3%
Carpets/ Flooring	98 11.4%	4 20.6%	11 7.8%	24 10.5%	33 18.1%	9 9.2%	6 9.4%
Basem/ Attic Conv/ Additn	89 10.3%	1 2.6%	8 5.6%	29 13.0%	19 10.3%	11 11.4%	10 15.2%
Exter Const/ Repair	122 14.2%	4 20.8%	25 16.9%	28 12.3%	24 13.2%	16 16.2%	6 9.1%
All Others	135 15.7%	2 8.5%	27 18.5%	38 16.7%	28 15.2%	16 16.7%	9 13.7%
Don't Know/Refused	54 6.2%	0 .0%	7 4.9%	8 3.7%	7 3.6%	7 7.1%	6 8.4%
Total N	863	20	145	225	182	96	68
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Household size and Children in household

	Overall	Household size				Children in hhold	
		1	2	3	4 or more	No	Yes
Paint/ Wallpaper	238 27.6%	20 28.0%	66 25.7%	61 28.7%	92 28.4%	124 27.2%	115 28.2%
Kitchen	53 6.1%	2 2.8%	17 6.7%	15 7.1%	18 5.6%	28 6.2%	25 6.0%
Bathroom	74 8.5%	7 9.8%	24 9.5%	16 7.6%	26 8.1%	43 9.5%	31 7.5%
Carpets/ Flooring	98 11.4%	4 5.0%	32 12.3%	23 11.0%	40 12.3%	49 10.8%	49 12.0%
Basem/ Attic Conv/ Addtn	89 10.3%	3 4.5%	20 7.8%	20 9.7%	46 14.1%	33 7.3%	56 13.8%
Exter Const/ Repair	122 14.2%	16 22.8%	37 14.3%	27 13.0%	42 13.0%	70 15.4%	52 12.7%
All Others	135 15.7%	13 18.7%	41 16.1%	38 18.1%	41 12.8%	76 16.7%	58 14.3%
Don't Know/Refused	54 6.2%	6 8.3%	19 7.5%	10 4.9%	18 5.6%	31 6.9%	22 5.5%
Total	863 100.0%	71 100.0%	257 100.0%	212 100.0%	323 100.0%	455 100.0%	407 100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Respondent age

	Overall	Age group					
		18-24	25-34	35-44	45-54	55-64	65 +
Paint/ Wallpaper	238 27.6%	4 27.9%	49 31.9%	72 27.0%	64 28.3%	22 19.9%	21 27.3%
Kitchen	53 6.1%	0 .0%	11 7.0%	18 6.6%	15 6.8%	4 3.9%	3 4.1%
Bathroom	74 8.5%	2 14.8%	15 9.8%	20 7.5%	18 8.1%	11 9.9%	8 10.0%
Carpets/ Flooring	98 11.4%	2 14.2%	18 11.6%	35 13.2%	22 9.6%	14 13.1%	6 8.1%
Basem/ Attic Conv/ Additn	89 10.3%	1 10.3%	14 8.8%	41 15.3%	19 8.5%	9 8.3%	5 6.8%
Exter Const/ Repair	122 14.2%	1 8.5%	17 11.2%	33 12.4%	34 15.2%	22 20.2%	12 15.3%
All Others	135 15.7%	3 18.9%	24 15.6%	34 12.9%	37 16.3%	20 18.8%	15 19.7%
Don't Know/Refused	54 6.2%	1 5.4%	6 4.0%	13 5.0%	16 7.1%	6 5.9%	7 8.8%
Total	863 100.0%	14 100.0%	154 100.0%	266 100.0%	226 100.0%	109 100.0%	76 100.0%
N							
%							

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Current residence of respondent

	Overall	Area of residence in Halifax						
		Halifax Peninsula	Halifax Mainland N	Halifax Mainland S	Dartmouth	Bedford	Sackville	Other
Up to \$500	n	21	9	12	71	13	34	1
	%	17.2%	14.4%	16.3%	19.0%	23.7%	23.9%	6.0%
\$ 501 - 1,000	n	9	9	8	50	5	16	3
	%	7.1%	15.1%	11.1%	13.5%	8.9%	11.0%	15.9%
\$1,001 - 2,500	n	22	5	15	54	7	20	4
	%	17.6%	8.5%	20.6%	14.7%	12.3%	14.4%	17.9%
\$2,501 - 5,000	n	18	13	11	49	11	16	3
	%	14.6%	20.4%	15.0%	13.1%	20.2%	11.5%	15.9%
\$5,001 -10,000	n	6	4	1	19	3	9	2
	%	4.7%	5.7%	.9%	5.0%	5.6%	6.5%	9.6%
Over \$10,000	n	5	3	5	16	3	5	1
	%	4.0%	5.7%	7.6%	4.3%	5.2%	3.2%	5.3%
DK/NR	n	43	19	20	113	13	42	6
	%	34.9%	30.2%	28.5%	30.4%	24.1%	29.5%	29.5%
Total N		122	62	71	371	54	142	22
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Total household income

		Overall	Household income					
			Under \$20,000	\$ 20,000-40,000	\$ 40,000-60,000	\$ 60,000-80,000	\$ 80,000-100,000	\$100,000-200,000 or more
Up to \$500	n	163	8	40	44	34	10	12
	%	18.9%	40.3%	27.4%	19.5%	18.8%	10.5%	17.3%
\$ 501 - 1,000	n	102	1	23	27	23	12	6
	%	11.8%	7.3%	15.6%	12.0%	12.8%	12.5%	9.5%
\$1,001 - 2,500	n	129	1	16	38	29	24	9
	%	14.9%	2.6%	11.2%	16.7%	16.0%	24.7%	13.5%
\$2,501 - 5,000	n	121	0	15	39	33	11	14
	%	14.1%	.0%	10.1%	17.5%	18.3%	12.0%	20.0%
\$5,001 -10,000	n	43	0	5	6	9	10	3
	%	4.9%	.0%	3.2%	2.9%	4.8%	10.0%	4.8%
Over \$10,000	n	39	0	3	9	9	6	10
	%	4.5%	.0%	1.9%	3.9%	4.9%	6.3%	14.2%
DK/NR	n	266	10	44	62	44	23	14
	%	30.8%	49.8%	30.4%	27.5%	24.2%	24.0%	20.6%
Total N		863	20	145	225	182	96	68
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Household size and Children in household

		Overall	Household size				Children in hhold	
			1	2	3	4 or more	No	Yes
Up to \$500	n	163	15	40	46	63	78	85
	%	18.9%	21.1%	15.4%	21.7%	19.4%	17.1%	20.9%
\$ 501 - 1,000	n	102	9	26	22	45	53	49
	%	11.8%	12.2%	10.3%	10.4%	13.9%	11.7%	12.0%
\$1,001 - 2,500	n	129	6	42	38	44	66	63
	%	14.9%	8.4%	16.3%	17.7%	13.5%	14.5%	15.5%
\$2,501 - 5,000	n	121	9	36	27	49	61	60
	%	14.1%	13.1%	13.9%	12.8%	15.2%	13.5%	14.7%
\$5,001 -10,000	n	43	1	11	14	17	19	24
	%	4.9%	1.6%	4.2%	6.4%	5.3%	4.2%	5.8%
Over \$10,000	n	39	3	14	8	15	22	17
	%	4.5%	4.4%	5.3%	3.6%	4.5%	4.9%	4.1%
DK/NR	n	266	28	89	58	91	156	110
	%	30.8%	39.3%	34.5%	27.4%	28.1%	34.2%	26.9%
Total	N	863	71	257	212	323	455	407
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Respondent age

	Overall	Age group					
		18-24	25-34	35-44	45-54	55-64	65 +
Up to \$500	n	163	0	44	51	38	20
	%	18.9%	.0%	28.3%	19.1%	16.7%	18.3%
\$ 501 - 1,000	n	102	0	12	36	26	16
	%	11.8%	.0%	7.9%	13.5%	11.5%	14.4%
\$1,001 - 2,500	n	129	0	26	42	35	16
	%	14.9%	.0%	17.0%	15.6%	15.4%	14.4%
\$2,501 - 5,000	n	121	2	16	42	34	19
	%	14.1%	13.4%	10.2%	15.9%	15.3%	17.7%
\$5,001 -10,000	n	43	3	7	13	14	2
	%	4.9%	19.8%	4.3%	4.9%	6.1%	1.9%
Over \$10,000	n	39	0	4	16	11	7
	%	4.5%	.0%	2.9%	5.9%	4.7%	6.2%
DK/NR	n	266	9	45	67	69	29
	%	30.8%	66.8%	29.5%	25.1%	30.4%	27.1%
Total	N	863	14	154	266	226	109
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Most important renovation planned

	Overall	Most important renovation						
		Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
Up to \$500	163	108	5	7	10	3	12	16
	18.9%	45.3%	9.1%	9.0%	10.2%	3.0%	10.2%	11.9%
\$ 501 - 1,000	102	23	6	9	13	9	21	19
	11.8%	9.8%	11.1%	12.6%	13.6%	10.6%	17.3%	14.1%
\$1,001 - 2,500	129	14	5	9	23	16	28	33
	14.9%	6.0%	9.5%	12.7%	23.5%	17.6%	22.7%	24.5%
\$2,501 - 5,000	121	15	11	19	18	13	23	19
	14.1%	6.4%	21.1%	26.1%	18.7%	14.9%	18.6%	14.4%
\$5,001 -10,000	43	2	11	4	3	11	5	4
	4.9%	.9%	21.1%	5.0%	3.3%	12.4%	4.3%	3.1%
Over \$10,000	39	1	5	3	0	20	8	3
	4.5%	.3%	8.6%	3.9%	.0%	22.1%	6.4%	2.5%
DK/NR	266	75	10	23	30	17	25	40
	30.8%	31.3%	19.5%	30.7%	30.6%	19.4%	20.4%	29.4%
Total	863	238	53	74	98	89	122	135
N	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
%								

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Who will do renovations

	Overall	Who will do renovations									Miscellaneous
		Do it myself	Some contracted help	General handyman	Skilled tradesperson	General contractor	Architect/Engineer	Someone else	Family/Friends	Retailer/Manufacturer	
Up to \$500	163	136	10	5	7	2	0	0	0	1	0
%	18.9%	32.8%	7.3%	12.8%	6.1%	2.0%	.0%	.0%	7.1%	12.0%	.0%
\$ 501 - 1,000	102	59	10	5	16	7	1	1	1	3	0
%	11.8%	14.1%	7.8%	12.5%	13.9%	6.4%	12.2%	49.8%	11.1%	33.1%	.0%
\$1,001 - 2,500	129	49	24	12	18	23	0	0	1	1	0
%	14.9%	11.9%	18.1%	27.5%	15.9%	19.3%	.0%	.0%	18.5%	11.9%	.0%
\$2,501 - 5,000	121	36	25	5	26	25	0	0	0	2	0
%	14.1%	8.7%	18.8%	10.8%	23.1%	21.8%	.0%	.0%	.0%	23.3%	.0%
\$5,001 - 10,000	43	10	15	1	4	10	0	0	1	0	0
%	4.9%	2.3%	11.7%	3.4%	3.9%	8.3%	.0%	.0%	22.9%	.0%	.0%
Over \$10,000	39	8	11	1	7	8	3	0	0	0	0
%	4.5%	1.8%	8.7%	2.5%	5.9%	6.7%	46.6%	.0%	.0%	.0%	.0%
DK/NR	266	118	36	13	35	42	2	1	3	2	1
%	30.8%	28.4%	27.6%	30.6%	31.1%	35.5%	41.2%	50.2%	40.4%	19.7%	100.0%
Total	N	416	132	42	112	117	6	2	6	8	1
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

BASE=All home renovation intendees) (Data are weighted)

[BASE=All home renovation intendans] [Data are weighted]

Who will do renovations by Current residence of respondent

	Overall	Area of residence in Halifax						
		Halifax Peninsula	Halifax Mainland N	Halifax Mainland S	Dartmouth	Bedford	Sackville	Other
Do it myself	n 416 48.2%	52 42.7%	17 26.8%	35 48.6%	181 48.7%	26 48.2%	87 61.3%	10 47.6%
Some contracted help	n 132 15.3%	13 10.9%	15 24.4%	12 17.2%	55 14.9%	7 12.3%	20 13.9%	3 13.0%
General handyman	n 42 4.9%	6 5.3%	2 3.9%	8 10.5%	14 3.9%	2 4.6%	8 5.7%	0 .0%
Skilled tradesperson	n 112 12.9%	20 16.3%	14 22.4%	5 7.4%	53 14.4%	9 16.0%	7 5.2%	2 11.0%
General contractor	n 117 13.5%	23 18.5%	10 17.0%	9 12.1%	49 13.1%	8 15.6%	14 9.7%	4 17.2%
Architect/ Engineer	n 6 .7%	3 2.3%	1 .8%	0 .0%	1 .2%	0 .0%	0 .0%	2 8.2%
Someone else	n 2 .2%	0 .0%	0 .0%	0 .0%	1 .2%	0 .0%	0 .0%	0 .0%
Family/ Friends	n 6 .7%	0 .0%	1 .8%	2 2.7%	2 .5%	0 .0%	2 1.5%	0 .0%
Retailer/ Manufacturer	n 8 .9%	1 .8%	1 .8%	0 .0%	6 1.6%	0 .0%	0 .0%	1 2.9%
Miscellaneous	n 1 .1%	0 .0%	0 .0%	0 .0%	0 .0%	1 1.2%	0 .0%	0 .0%
DK/NR	n 22 2.5%	4 3.1%	2 3.2%	1 1.5%	9 2.5%	1 2.2%	4 2.6%	0 .0%
Total	N 863 100.0%	122 100.0%	62 100.0%	71 100.0%	371 100.0%	54 100.0%	142 100.0%	22 100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Total household income

		Overall	Household income					
			Under \$20,000	\$20,000-40,000	\$40,000-60,000	\$60,000-80,000	\$80,000-100,000	\$100,000-200,000 or more
Do it myself	n	416	12	70	127	94	39	23
	%	48.2%	61.1%	48.6%	56.2%	51.5%	41.2%	34.2%
Some contracted help	n	132	3	20	36	29	16	11
	%	15.3%	13.0%	14.0%	16.2%	15.7%	16.5%	15.8%
General handyman	n	42	1	15	10	4	4	5
	%	4.9%	2.6%	10.0%	4.2%	2.4%	4.6%	6.8%
Skilled tradesperson	n	112	3	16	25	24	11	12
	%	12.9%	13.1%	11.1%	11.1%	12.9%	11.5%	18.0%
General contractor	n	117	1	14	20	21	19	14
	%	13.5%	4.2%	9.8%	9.0%	11.4%	19.9%	20.8%
Architect/ Engineer	n	6	0	2	2	0	0	2
	%	.7%	.0%	1.2%	.7%	.0%	.0%	3.6%
Someone else	n	2	0	1	0	0	1	0
	%	.2%	.0%	.5%	.0%	.0%	.8%	.0%
Family/ Friends	n	6	0	3	0	1	1	0
	%	.7%	.0%	2.4%	.0%	.3%	.8%	.0%
Retailer/ Manufacturer	n	8	1	1	1	5	1	0
	%	.9%	3.0%	.7%	.5%	2.7%	.5%	.0%
Miscellaneous	n	1	0	0	0	0	0	0
	%	.1%	.0%	.0%	.0%	.0%	.0%	.0%
DK/NR	n	22	1	3	5	6	4	1
	%	2.5%	3.0%	1.7%	2.1%	3.2%	4.2%	.8%

[BASE=All home renovation intenders] [Data are weighted] (Continued...)

Who will do renovations by Total household income (Continued...)

	Overall	Household income					
		Under \$20,000	\$20,000-40,000	\$40,000-60,000	\$60,000-80,000	\$80,000-100,000	\$100,000-200,000 or more
Total N	863	20	145	225	182	96	68
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Household size and Children in household

	Overall	Household size					Children in hhold	
		1	2	3	4 or more		No	Yes
Do it myself	n 416 % 48.2%	19 26.6%	122 47.5%	102 48.0%	174 53.8%		196 42.9%	221 54.3%
Some contracted help	n 132 % 15.3%	10 13.7%	29 11.1%	38 18.0%	55 16.9%		57 12.6%	74 18.1%
General handyman	n 42 % 4.9%	9 13.0%	13 5.1%	5 2.2%	15 4.7%		27 5.9%	15 3.7%
Skilled tradesperson	n 112 % 12.9%	16 23.3%	35 13.5%	28 13.0%	33 10.2%		72 15.9%	39 9.6%
General contractor	n 117 % 13.5%	13 18.2%	43 16.9%	26 12.2%	35 10.8%		76 16.8%	41 10.0%
Architect/ Engineer	n 6 % .7%	1 1.5%	4 1.4%	0 .0%	1 .4%		5 1.0%	1 .3%
Someone else	n 2 % .2%	0 .0%	0 .0%	2 .7%	0 .0%		0 .0%	2 .4%

[BASE=All home renovation intenders] [Data are weighted] (Continued...)

Who will do renovations by Household size and Children in household (Continued...)

	Overall	Household size				Children in hhold	
		1	2	3	4 or more	No	Yes
Family/ Friends	n	0	3	2	2	5	2
	%	.0%	1.1%	.9%	.5%	1.0%	.4%
Retailer/ Manufacturer	n	2	1	4	1	4	4
	%	2.2%	.4%	1.9%	.5%	.9%	.9%
Miscellaneous	n	0	0	1	0	0	1
	%	.0%	.0%	.3%	.0%	.0%	.2%
DK/NR	n	1	8	6	7	13	9
	%	1.5%	3.0%	2.8%	2.2%	2.9%	2.1%
Total N		71	257	212	323	455	407
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Respondent age

	Overall	Age group					
		18-24	25-34	35-44	45-54	55-64	65 +
Do it myself	n	5	95	143	103	43	22
	%	33.4%	61.3%	53.8%	45.7%	39.3%	29.5%
Some contracted help	n	3	21	52	40	8	6
	%	24.1%	13.9%	19.6%	17.5%	7.6%	7.3%
General handyman	n	2	5	9	8	11	6
	%	12.8%	3.3%	3.3%	3.5%	10.5%	7.9%
Total N		416	416	416	416	416	416
%		48.2%	48.2%	48.2%	48.2%	48.2%	48.2%
Some contracted help	n	132	132	132	132	132	132
	%	15.3%	15.3%	15.3%	15.3%	15.3%	15.3%
General handyman	n	42	42	42	42	42	42
	%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%

[BASE=All home renovation intenders] [Data are weighted] (Continued...)

Who will do renovations by Respondent age (Continued...)

		Overall	Age group					
			18-24	25-34	35-44	45-54	55-64	65 +
Skilled tradesperson	n	112	2	12	23	34	19	21
	%	12.9%	13.4%	7.7%	8.7%	15.1%	17.4%	27.3%
General contractor	n	117	1	15	29	31	20	14
	%	13.5%	8.5%	9.5%	11.1%	13.9%	18.5%	18.2%
Architect/ Engineer	n	6	1	0	1	1	0	2
	%	.7%	7.8%	.0%	.4%	.3%	.0%	2.0%
Someone else	n	2	0	0	1	0	1	0
	%	.2%	.0%	.0%	.3%	.0%	.7%	.0%
Family/ Friends	n	6	0	0	1	1	0	3
	%	.7%	.0%	.0%	.6%	.4%	.0%	4.3%
Retailer/ Manufacturer	n	8	0	1	1	3	2	2
	%	.9%	.0%	.6%	.2%	1.3%	1.9%	2.0%
Miscellaneous	n	1	0	0	0	1	0	0
	%	.1%	.0%	.0%	.0%	.3%	.0%	.0%
DK/NR	n	22	0	5	6	5	4	1
	%	2.5%	.0%	3.5%	2.1%	2.1%	4.0%	1.4%
Total	N	863	14	154	266	226	109	76
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by All home renovations planned

		All renovations planned							
		Overall	Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basement/ Addition/ Attic conversion	External construction / Repair	All other renovations
Do it myself	n	416	231	34	42	80	58	74	75
	%	48.2%	64.8%	43.3%	37.8%	46.8%	46.2%	39.2%	41.0%
Some contracted help	n	132	42	17	16	26	33	32	24
	%	15.3%	11.9%	22.0%	14.6%	15.3%	26.0%	16.8%	13.1%
General handyman	n	42	14	3	6	9	4	8	9
	%	4.9%	4.0%	3.2%	5.8%	5.1%	3.5%	4.4%	4.8%
Skilled tradesperson	n	112	37	8	21	23	14	28	25
	%	12.9%	10.3%	10.5%	18.9%	13.4%	11.4%	14.8%	13.8%
General contractor	n	117	20	12	22	23	10	39	39
	%	13.5%	5.7%	15.4%	19.8%	13.3%	8.3%	20.7%	21.2%
Architect/ Engineer	n	6	1	0	0	0	1	0	0
	%	.7%	.3%	.0%	.0%	.0%	.9%	.0%	.0%
Someone else	n	2	1	1	0	0	1	1	1
	%	.2%	.2%	1.0%	.0%	.0%	.6%	.4%	.4%
Family/ Friends	n	6	2	0	1	2	0	2	2
	%	.7%	.6%	.0%	.4%	1.3%	.0%	.9%	1.0%
Retailer/ Manufacturer	n	8	2	0	0	4	0	2	4
	%	.9%	.7%	.0%	.0%	2.5%	.0%	.8%	2.1%
Miscellaneous	n	1	1	0	0	0	0	0	0
	%	.1%	.2%	.0%	.0%	.0%	.0%	.0%	.0%
DK/NR	n	22	5	4	3	4	4	4	5
	%	2.5%	1.4%	4.6%	2.7%	2.3%	3.0%	2.0%	2.6%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Who will do renovations by Most important renovation planned

	Overall	Most important renovation						
		Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
Do it myself	416 48.2%	172 72.2%	20 38.2%	27 36.1%	41 42.1%	41 45.4%	41 33.9%	49 36.2%
Some contracted help	132 15.3%	25 10.3%	14 27.3%	12 16.5%	15 15.2%	24 27.0%	19 15.3%	16 12.2%
General handyman	42 4.9%	11 4.7%	3 4.8%	6 7.9%	4 4.4%	2 2.8%	6 5.2%	8 6.0%
Skilled tradesperson	112 12.9%	20 8.3%	6 10.5%	14 18.8%	18 18.0%	11 11.9%	20 16.5%	19 14.4%
General contractor	117 13.5%	5 2.3%	7 13.0%	15 20.7%	12 11.9%	8 8.8%	29 24.0%	32 23.5%
Architect/ Engineer	6 .7%	0 .0%	0 .0%	0 .0%	0 .0%	1 1.3%	0 .0%	3 1.9%
Someone else	2 .2%	0 .0%	1 1.5%	0 .0%	0 .0%	0 .0%	1 .6%	0 .0%
Family/ Friends	6 .7%	1 .3%	0 .0%	0 .0%	2 1.7%	1 .6%	2 1.3%	2 1.4%
Retailer/ Manufacturer	8 .9%	0 .0%	0 .0%	0 .0%	4 4.4%	0 .0%	0 .0%	3 2.1%
Miscellaneous	1 .1%	1 .3%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
DK/NR	22 2.5%	4 1.7%	2 4.8%	0 .0%	2 2.4%	2 2.2%	4 3.1%	3 2.4%
Total N	863	238	53	74	98	89	122	135
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

BASE=All home renovation intenders] [Data are weighted]

[BASE=All home renovation intenders] [Data are weighted]